



Contract # **1367079**

Schedule Dates	10/29/12-11/05/12
Advertiser	WXLV-TV
Agency	3500 Myer Lee Dr
Product	Winston Salem, NC 27101
Brand	Media Strategies & Research-Fairfax (30942)
Salesperson	POLITICAL CANDIDATE (fns) (1136)
Sales Office	Cowell for NC Treasurer (197027)
Buyer Name	HOUSE-GREENSBORO, WXLV/WMYV (1030)
Phone/Fax	WXLV/WMYV
CPE	Vail,Chris
Account Types	/
Billing Type	N/A
Comments	Local/Political Candidate Agency BRD

Date Entered	09/04/12	By Broadcast Month	Spots	Rate
Last Modified	09/04/12	Nov. 2012	= 8	\$6,700.00
Entered By	Matthew Bowman			
CO-OP	No			
Headline #				
Demo	A35+			
Order Type	Normal			
Package Deal				
Commission %	15.00			
Commission	\$1,005.00			
Net Total	\$5,695.00			
Sales Tax				

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-10/30/12	1	:30	10:38A- ABC-The View		1						1	1	\$80.00	\$80.00	Greensboro (WXLV)		9/4/12
2.0	Normal Line / News	11/05/12-11/05/12	2	:30	5:55SP- News-News 14 Carolina on ABC 45 at 6pm			1					1	1	\$90.00	\$90.00	Greensboro (WXLV)		9/4/12
3.0	Normal Line / Prime	10/29/12-10/29/12	2	:30	7:57P- ABC-Dancing With The Stars (Monday)				1				1	1	\$1,600.00	\$1,600.00	Greensboro (WXLV)		9/4/12
4.0	Normal Line / Prime	10/31/12-10/31/12	2	:30	9P- 10P (EST)					1			1	1	\$2,690.00	\$2,690.00	Greensboro (WXLV)		9/4/12
5.0	Normal Line / Prime Premium	11/01/12-11/01/12	2	:30	7:57P- ABC-Annual CMA Awards					1			1	1	\$2,000.00	\$2,000.00	Greensboro (WXLV)		9/4/12
6.0	Normal Line / News	10/29/12-11/01/12	2	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm				1		1	1	3	\$80.00	\$240.00	Greensboro (WXLV)		9/4/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:
Media Strategies & Research-Fairfax
13350 Random Hills Rd
Ste 670
Fairfax, VA 22030

Date: 10/29/12 Accepted-Station: WXLV Date: 10/29/12 Comments:

Mandy Brun alia



**Station Order Revised Add to Schedule
Cowell for Treasurer**

Market: Greensboro-Winston Salem

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

11780

Contact: Matt Bowman

Phone: 336-722-4545

Email: mkbowman@sbgnet.com

Fax: 336-722-2650

Direct: 336-499-1800

WXLV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
The View	DT	M-F	\$80.00	RS				1						1
11:00 AM 12:00 PM		30	\$80.00		1									
Sold Out: Lowest Rate to Clear per WXLV.														
WXLV 6p News	EN	M-F	\$90.00		2									1
6:00 PM 6:30 PM		30	\$90.00		2									
90% Chance of PE at LUR per WXLV. Move to P3.														
Dancing With Star	PT	M	\$1,600.00		1									1
8:00 PM 10:00 PM		30	\$1,600.00		2									
90% Chance of PE at LUR per WXLV. Move to P3.														
Modern Fam/ Neighb	PT	W	\$2,690.00	2				1						1
9:00 PM 10:00 PM		30	\$2,690.00	2				1						
90% Chance of PE at LUR per WXLV. Move to P3.														
ABC Special	PT	Th	\$2,000.00	2				1						1
8:00 PM 11:00 PM		30	\$2,000.00	2				1						
11/1: 46th Annual CMA Awards														
WXLV 11p News	LN	M-F	\$80.00	2	1			1	1					3
11:00 PM 11:35 PM		30	\$240.00	2	1			1	1					
90% Chance of PE at LUR per WXLV. Move to P3.														
Station Gross Totals			\$6,700.00		2	1	2	2					1	8

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/31/2012 3:21:44 PM

WXLV-TV

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ChrisV@mediastategies.com



Station Order Add to Schedule

Cowell for Treasurer

Market: Greensboro-Winston Salem

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

11780

Contact: Matt Bowman

Phone: 336-722-4545

Email: mkbowman@sbgnet.com

Fax: 336-722-2650

Direct: 336-499-1800

WXLV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
The View	DT	M-F	\$40.00		1									1
	11:00 AM	12:00 PM	30	\$40.00										
	90% Chance of PE at LUR per WXLV. Move to P3.													1
WXLV 6p News	EN	M-F	\$90.00										1	
	6:00 PM	6:30 PM	30	\$90.00										
	90% Chance of PE at LUR per WXLV. Move to P3.													
Dancing With Star	PT	M	\$1,600.00		1									1
	8:00 PM	10:00 PM	30	\$1,600.00										
	90% Chance of PE at LUR per WXLV. Move to P3.													
Modern Fam/ Neighb	PT	W	\$2,690.00			1								1
	9:00 PM	10:00 PM	30	\$2,690.00										
	90% Chance of PE at LUR per WXLV. Move to P3.													
ABC Special	PT	Th	\$1,570.00				1							1
	10:00 PM	11:00 PM	30	\$1,570.00										
	11/1: 46th Annual CMA Awards													
WXLV 11p News	LN	M-F	\$80.00		1			1	1					3
	11:00 PM	11:35 PM	30	\$240.00										
	90% Chance of PE at LUR per WXLV. Move to P3.													
Station Gross Totals			\$6,230.00		2	1	2	2					1	8

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/31/2012 12:09:42 PM

WXLV-TV

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ChrisV@mediastategies.com

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WMYV-TV Greensboro-Winston Salem	Date: 9/5/2012
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I, Media Strategies and Research,
being on behalf of: Janet Cowell, a legally
qualified candidate of the Democratic political
party for the office of Treasurer
in the General
election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
<u>Monday, October 29, 2012</u>			<u>Tuesday, November 06, 2012</u>		

Total Charges: \$80.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

Cowell for Treasurer

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Richard Cook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

'ednesday, September 05, 20'

Date

Athens A. Vothos

Signature

Accepted

Accepted in Part

Rejected

Matthew Bowman
Signature

Matthew Bowman
Printed Name

LSM

Title